

Eugene's Historic River Road



Disclosure

Under Title VI of the Civil Rights Act of 1964 and Section 504 of the Rehabilitation Act of 1973, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, or handicap in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility described above, or if you desire further information, please write to: Office for Equal Opportunity, U.S. Department of the Interior, P.O. Box 37127, Washington, DC 20013.

The activity that is the subject of this publication has been financed in part with Federal funds from the National Park Service, Department of the Interior, as provided through the Oregon State Historic Preservation Office. However, the contents and opinions do not necessarily reflect the view of policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

Front Cover: A cow at a gas station on River Road taken during the January 1946 flood. Superimposed over a c.1885 cadastral map. Photo courtesy of Lane County Historical Museum (GN2052).



ACKNOWLEDGMENTS

Eugene's Historic River Road was researched and prepared by Bernadette Niederer, Caitlin Harvey, Sally Wright and David Pinyerd of Historic Preservation Northwest, a local historic preservation consulting firm, in conjunction with the City of Eugene Planning and Development Department staff. The Context presents an overview of Eugene's River Road area and is intended to provide a broad understanding of the neighborhood's growth and development. The document also identifies the type and likely location of historic resources in the neighborhood.

Thanks go to Rob Handy and the Board of the River Road Community Organization for their assistance and dedication to River Road's history. Special thanks to Mike Sims for his tremendous assistance on this project. Thank you to the staff and volunteers at the Lane County Historical Museum, especially to Cheryl Rosse, who assisted in the search of the photograph collection and newspaper clipping files and who provided requested



Aerial view of flooding in the River Road area. Photo courtesy of Lane County Historical Museum (GN6684).

images. Much appreciation to Kathleen Allison at the 4J School District for her help on the education chapter. Thanks also go to City staff, Ken Guzowski, senior planner for historic preservation, and Adam Tyler, project intern, for their contributions to this project. A special thanks to all the senior citizens and the Emerald Park District for encouraging us to learn more about local history. In addition, thank you to the Eugene Historic Review Board for its support of this project and for their contributions to the development of the goals and objectives stated herein.



PREFACE

Eugene's Historic River Road is the culmination of a year-long collaboration between Historic Preservation Northwest, the staff of the City of Eugene Planning and Development Department, and members of the public.

Since history is a process, this context statement must be seen as a “work in progress,” periodically reviewed, corrected, and updated. It is a product that we hope will help us all to appreciate and evaluate the resources in Eugene's River Road neighborhood.

Eugene Historic Review Board (as of October 2005)

Gunnar Schlieder, Chair
Karen Seidel, Vice Chair
Kip Amend
Richard Dannemiller
Richard Duncan, Planning Commissioner
Nancy McFadden
Christine Taylor Thompson

(new board members in 2006)
Phillip Carroll
Dennis Hellesvig
Sara Palmer

Final approval by the Historic Review Board on June 22, 2006

For further information

Ken Guzowski
Eugene Planning and Development Department
99 West 10th Avenue
Eugene OR 97401-3038
541-682-5562
Ken.J.Guzowski@ci.eugene.or.us

This document is available online at www.eugeneplanning.org.
Click on *Historic Preservation* followed by *River Road History*.



TABLE OF CONTENTS

INTRODUCTION	1.1
Historic Context Definitions	1.2
LANDSCAPE	2.1
Pre-Euro-American Settlement	2.2
Settlement Patterns	2.3
Neighboring Communities	2.4
Landscape Endnotes	2.10
TRANSPORTATION AND COMMUNICATION	3.1
Stage Lines	3.1
Steamboats	3.3
Railroads	3.3
Automobiles	3.5
Transportation Endnotes	3.12
AGRICULTURE	4.1
Pioneer Agriculture	4.1
Industrial-Scale Agriculture	4.2
Commercial Agriculture	4.2
Orchards and Row Crops	4.3
Dairies	4.4
Social and Professional Organizations	4.5
Suburbanization	4.5
Agriculture Endnotes	4.7
RESIDENTIAL	5.1
Residential Endnotes	5.7
COMMERCE & INDUSTRY	6.1
Agriculture	6.2
Along Major Roads	6.3
Parallels with Residential Development	6.4
Commerce Endnotes	6.9
GOVERNMENT	7.1
Utilities	7.2
Fire Services	7.2

Planning	7.3
Government Endnotes	7.4
EDUCATION	8.1
Pre-1940 Schools	8.2
Post-1940 Schools	8.5
Education Endnotes	8.9
CULTURAL GROUPS	9.1
Native American	9.1
Euro-American	9.3
African-American	9.4
Dane	9.5
Asian	9.6
Hispanic	9.7
Culture Endnotes	9.8
RELIGION & FUNERARY	10.1
Churches	10.1
Cemeteries	10.4
Religion Endnotes	10.5
RECREATION & SOCIETY	11.1
Social Groups and Clubs	11.2
Neighborhood Groups	11.3
Parks	11.4
Newspapers	11.5
Radio	11.5
Telephone & Telegraph	11.5
Television	11.6
Recreation Endnotes	11.6
IDENTIFICATION OF RESOURCES	12.1
Previous Identification and Designation of Resources	12.1
Distribution of Resources	12.3
Types of Resources	12.3
Identification Endnotes	12.16
EVALUATION OF RESOURCES	13.1
Significance	13.1
Integrity and Condition	13.2
Ranking	13.2
TREATMENT STRATEGIES	14.1
Historic Preservation Purpose Statement	14.1
Strategies for Eugene's Historic Preservation Program	14.1
Education and Public Involvement	14.2
Support for Historic Preservation Program Activities	14.3

Preservation Planning	14.4
Historic Designation	14.6
Preservation Incentives	14.6
Regulations Affecting Historic Preservation	14.7
Cultural Resource Surveys	14.8
INTEGRATION AND FUTURE	15.1
Goals and Priorities	15.1
Identifying Considerations	15.1
Strategies	15.2
Integration	15.3
Connection with Other Plans	15.4
Connection with Other Historic Contexts	15.4
Related Future Studies	15.5
BIBLIOGRAPHY	16.1
APPENDIXES	17.1
Appendix A: Agricultural Resource Types	17.2
Appendix B: Sample of Eugene's River Road Resources	17.3

INTRODUCTION



A historic context statement is a document used for strategic planning of a community's historic resources. It describes the broad patterns of historic growth and development of the community and helps to ascertain the historical themes, events, and associated individuals that have played an important role in that development. A context statement also helps to identify historic resource types, such as structures, sites, objects, and districts, that represent these patterns of development. It also helps determine the potential distribution of these resources. Just as importantly, the document provides guidance for evaluating and protecting significant historic resources. It is intended to be a dynamic document, evolving over time as community needs and desires change.

Eugene's Historic River Road is a context statement written in 2005 by Bernadette Niederer, Caitlin Harvey, Sally Wright and David Pinyerd of Historic Preservation Northwest, a local historic preservation consulting firm. The historic context is a geographically-oriented study that covers Eugene's River Road neighborhood. It is intended to assist in the preparation of city and county policies pertaining to the identification and protection of historic resources in the area.



Hop barn in the River Road area. Demolished. Photo courtesy of Lane County Historical Museum (GN2053)

The National Park Service developed context-based planning as a means of organizing activities for preserving historic resources. Such planning is based on the following four principles:

1. Significant historic properties are unique and irreplaceable.
2. Preservation must often go forward without complete information.
3. History belongs to everyone.
4. Planning can be applied at any scale.

This project was financed in part with Federal funds from the National Park Service, a division of the U.S. Department of the Interior, and was administered by the Oregon State Historic Preservation Office. All work was completed in accordance with the Secretary of the Interior's Standards and Guidelines for Archaeology and Historic Preservation.

Historic Context Definitions

Determining what is to be studied is an important first step in understanding a historic context and helps keep the research focused. The three elements used to determine the parameters of a historic context are theme, time, and place.

Theme

The theme of the context statement identifies what is to be studied. This can vary in scale from an entire community to a significant historic trend, such as the college fraternal movement, or to a single resource type, such as schools. This context is a geographically-based study, as it covers the River Road neighborhood. Significant activities, events and people are discussed within the context sub-themes of Transportation, Agriculture, Residential Development, Commerce and Industry, Government, Education, Culture, Religion, and Recreation.

Time

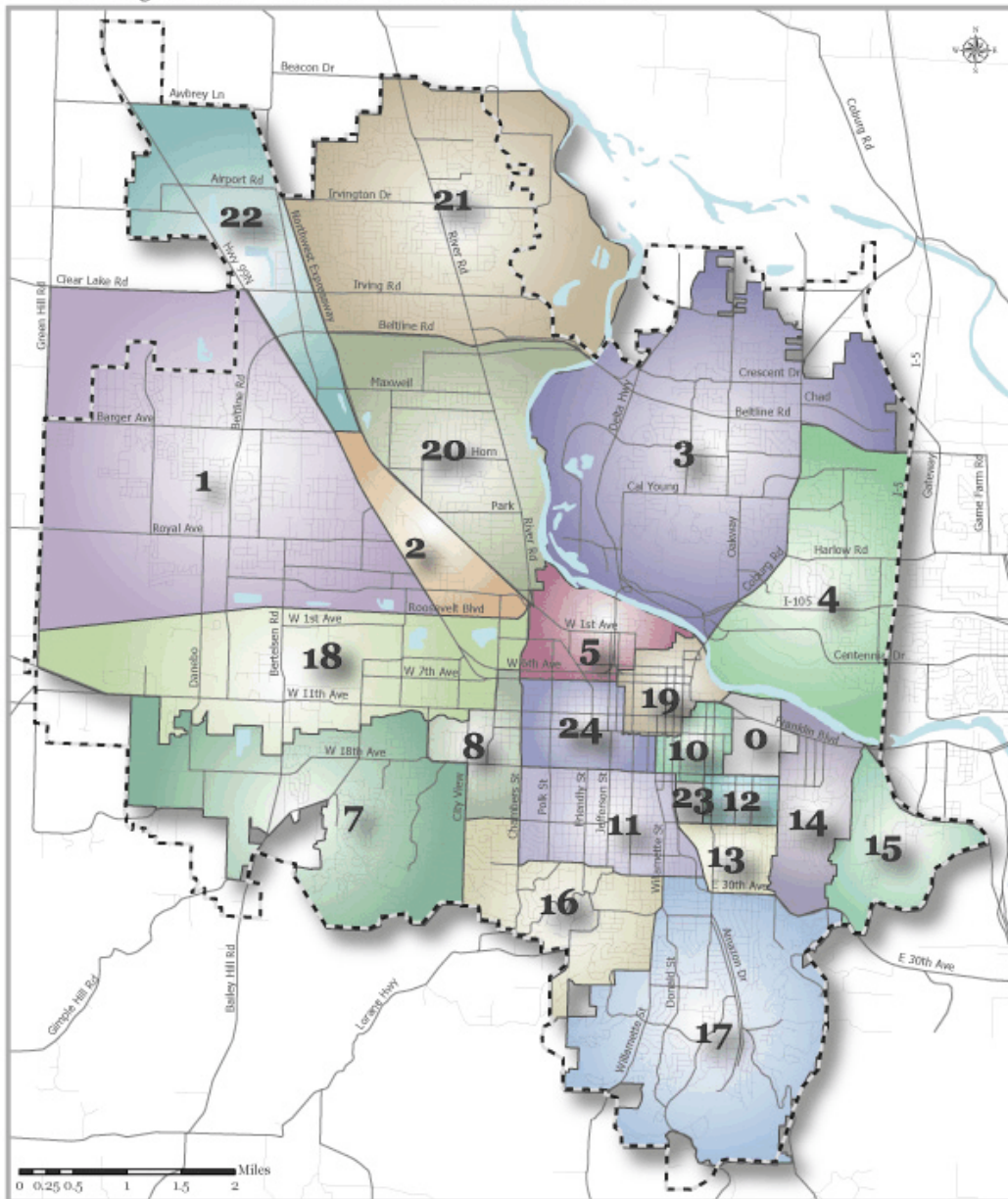
The time boundary of a historic context establishes the dates that bracket the period of study. In this context, we are documenting and evaluating the period of Euro-American settlement, basically the 1850s through the 1970s.

Place

The place or spatial boundary of a context statement describes its geographic limits. Determining a reasonable area of study keeps the research manageable, yet the boundary should not be chosen arbitrarily. The boundaries of this study encompass the River Road neighborhood, labeled "20" on the map on the next page. The boundaries are formed basically by Beltline Road to the north, the Willamette River to the east, Thomason Lane to the south, and the Northwest Expressway to the west.

City of Eugene

Neighborhood Associations



City of Eugene Urban Growth Boundary

- | | | | |
|--------------------------------------|---|---|--|
| 0 University of Oregon Campus | 5 Whiteaker Community Council | 13 Amazon Neighbors | 19 Downtown Neighborhood Association |
| 1 Active Bethel Citizens | 7 Churchill Area Neighbors | 14 Fairmount Neighbors | 20 River Road Community Organization |
| 2 Trainsong Neighbors | 8 Far West Neighborhood | 15 Laurel Hill Valley Citizens Association | 21 Santa Clara Community Organization |
| 3 Cal Young Neighborhood | 10 West University Neighbors | 16 Crest Drive Citizens Association | 22 Industrial Corridor Community Organization |
| 4 Harlow Neighbors | 11 Friendly Area Neighbors | 17 Southeast Neighbors | 23 South Eugene High School |
| | 12 South University Neighborhood | 18 West Eugene Community Organization | 24 Jefferson Westside Neighbors |

City of Eugene
Planning and Development
April 7, 2004